



MERCURE DEBUTS IN INDIA'S CHANDIGARH REGION, ENHANCING THE LOCAL HOSPITALITY INDUSTRY

A NEW ERA OF COMFORT AND ELEVATED GUEST EXPERIENCES AWAITS AT THE NEW
MERCURE CHANDIGARH TRIBUNE CHOWK

CHANDIGARH, 06 MAY 2024 - Mercure, one of the world's largest midscale brands by [Accor](#), announces the expansion of its footprint in India with the opening of Mercure Chandigarh Tribune Chowk. The hotel is located in the Chandigarh capital region, an area that includes the cities of Chandigarh, Panchkula and Mohali.

Located a mere 30 minutes from the international airport in Chandigarh's burgeoning hub of commerce and tourism, Mercure Chandigarh Tribune Chowk epitomises authentic design, local essence, and charming amenities, and is ideal for travellers seeking unique experiences and comfort.

Boasting 60 rooms and suites along with versatile banqueting facilities, the hotel immerses guests in the destination, serving as a springboard to exploration. The Superior Suite provides an idyllic setting for intimate gatherings or business meetings with panoramic views of the picturesque city of Chandigarh.

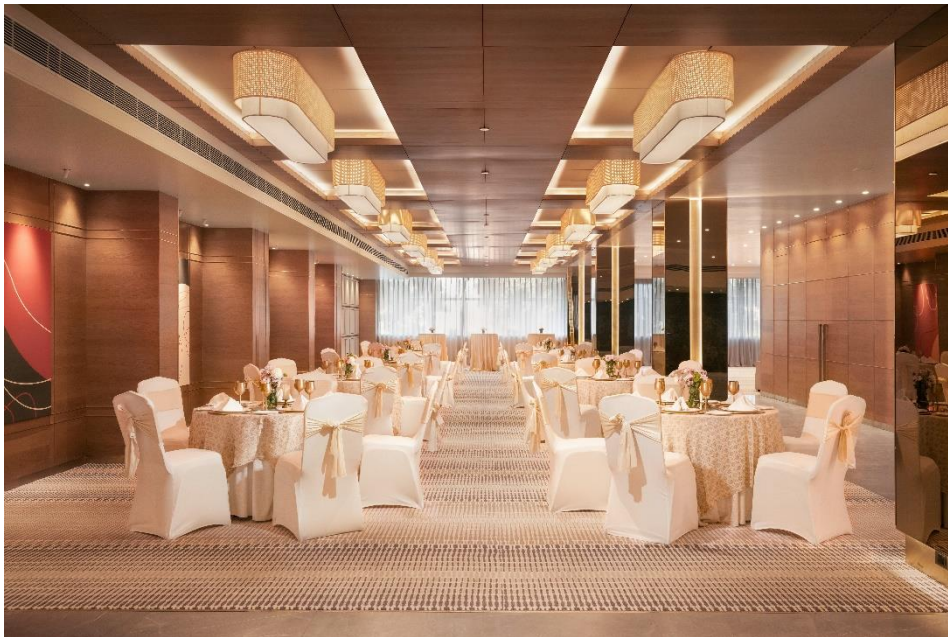
Culinary delights at Mercure Chandigarh Tribune Chowk include an all-day dining restaurant, offering a diverse menu to suit every palate. Emphasising quality and well-being, the hotel champions Indian delicacies prepared with locally sourced ingredients.

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HOTELS

Commenting on the opening of Mercure Chandigarh Tribune Chowk, **Puneet Dhawan, Senior Vice President of Operations, India and South Asia, for Accor**, said, *"This vibrant addition to the Mercure family marks a significant milestone in our ongoing commitment to delivering exceptional hospitality. We are thrilled to welcome guests to indulge in memorable experiences, where every detail is meticulously crafted to exceed expectations. As we embark on this exciting journey, we invite travellers to immerse themselves in the warmth and genuine charm that define the Mercure experience."*

In collaboration with KLG Group, Accor's franchise partner in the Chandigarh capital region, the opening of Mercure Chandigarh Tribune Chowk follows the successful launch of Novotel Chandigarh Tribune Chowk in 2021, further enhancing the hospitality offering within the city. **Ajay Grover, Chief Managing Director at KLG Group**, said, *"Mercure's entry into the Chandigarh market is a significant milestone in the hotel industry, not just for the city but also the upper north region. Known for its blend of quality amenities and warm service, Mercure brings a fresh perspective to the region's hospitality scene."*

Since its founding in 1973, Mercure has made it its mission to enlighten guests about the treasures of the location they are in. The network prides itself on offering high quality standards with a true take on locality. Guests are instantly immersed in a locally inspired atmosphere from the moment they arrive. Everything from the decorative design to the brand's passion for local food and beverage discoveries is rooted in the unique features of each destination.



Ashish Battoo, General Manager at Mercure Chandigarh Tribune Chowk, said, *"I am delighted to unveil our newest addition to Chandigarh's hospitality landscape. The new hotel offers a perfect blend of contemporary design, local flavours, personalised service, and an immersive experience like no other. Our team is committed to delivering exceptional service and creating memorable moments for every guest. We invite travellers to discover the warmth and sophistication of Mercure Chandigarh Tribune Chowk and embark on an unforgettable journey with us."*

Accor currently operates 62 hotels in India under renowned brands such as Raffles, Fairmont, Novotel and ibis, with a robust pipeline of 30 hotels under development, further underscoring the group's commitment to the Indian market.

Mercure Chandigarh Tribune Chowk is a part of ALL - Accor Live Limitless, Accor's lifestyle loyalty programme. Guests can take advantage of ALL when staying or dining at the hotel, as well as gaining access to rewards, services, and limitless experiences. Becoming a member is simple and free of charge. To join, visit the website all.com.

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About Mercure

Inspired by Mercury, the Roman god of travellers, Mercure hotels offer so much more than a place to find comfort and sleep – they are a portal to discovery, a springboard to exploration. Since its founding in 1973, Mercure prides itself on offering high-quality standards with a true take on locality. Through its “Discover Local” program, Mercure welcomes guests – be it in Rio, Paris, Bangkok or any other destination globally – and instantly immerses them in a locally inspired atmosphere. Everything from the decorative design to our passion for local food and beverage discoveries is rooted in the unique features of each destination. Mercure hotels are conveniently located in city centres, by the sea or in the mountains, with more than 960 hotels in 65+ countries. Mercure is part of Accor, a world leading hospitality group counting over 5,600 properties throughout more than 110 countries, and a participating brand in ALL - Accor Live Limitless – a lifestyle loyalty program providing access to a wide variety of rewards, services and experiences.

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